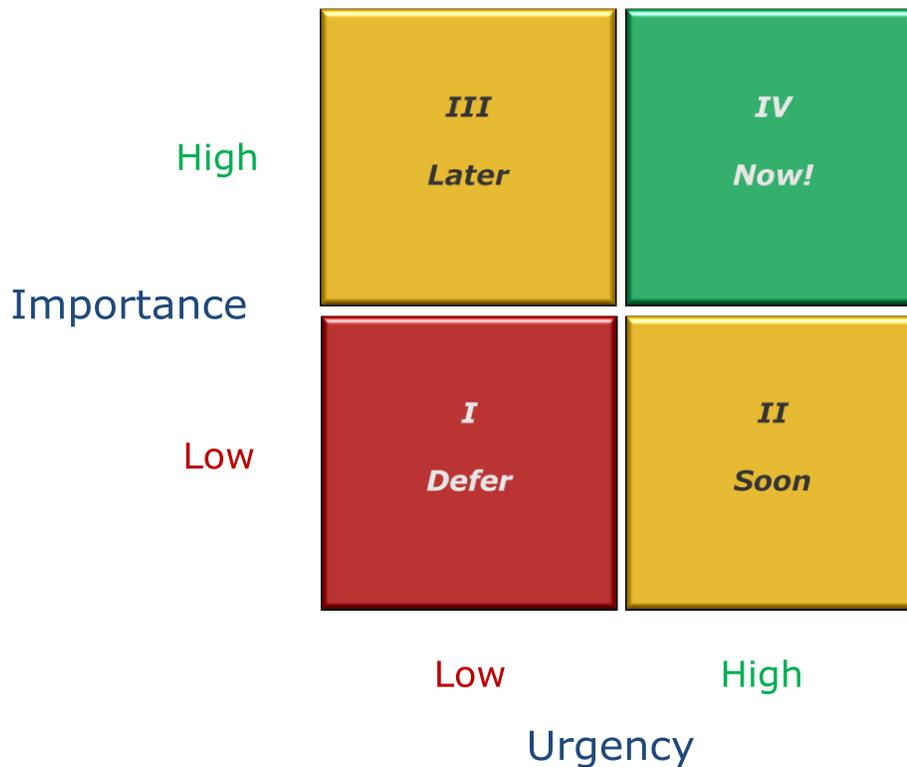


Tools for Knowledge Workers

Urgent vs Important Matrix



From time to time you will hear or see statements lamenting the readily observable fact that “the urgent displaces the important.” Actually, that is exactly as it should be. As the matrix above reveals, in terms of timing or sequence, the top priority goes to matters that are important *and* urgent. Next come matters that are urgent but not necessarily important. Why? It’s simple: If you don’t put out those little brush fires early on they will spread and become full-fledged forest fires. Then come matters that are important but not urgent. Last, if at all, come matters of little importance and no urgency. For more about why the urgent should displace the important, click [here](#).

